

Porsche introduces Fortnite theme as Cayenne Electric arrives in the online game

20/05/2026 Porsche is bringing the Cayenne Turbo Electric to the popular multiplayer online game *Fortnite* . Players can purchase the all-electric flagship SUV on all platforms (PC / Console / Mobile).

To mark the launch, Porsche and Epic Games have released a joint trailer featuring the Cayenne Turbo Electric in a range of *Fortnite* environments, highlighting its all-terrain capabilities. The collaboration also extends beyond the game: in a first for an automotive brand, the Porsche Car Configurator now offers an unlockable Fortnite viewing environment within its 3D and 2D experience—powered by the same Unreal Engine technology from Epic Games that also underpins Fortnite.

“Fortnite has grown far beyond a single game. It has become a cultural space where people discover, share and experience content together,” says Deniz Keskin, Director Brand Management & Partnerships at Porsche AG. “For Porsche, this creates a unique opportunity to showcase the new Cayenne Turbo Electric.”

The Porsche Car Configurator allows users to configure Porsche models in high detail and experience them in a photorealistic 3D view—showing selected features such as exterior colors, wheels and design packages in real time. With the unlockable Fortnite environment, Porsche turns this key brand touchpoint into a distinctive activation: it links the in-game launch of the Cayenne Turbo Electric with Porsche's real-world customization experience, bringing both worlds together in a single, shareable moment.

As a tribute to the gaming community, access to the Fortnite environment was initially unlocked by entering a secret code on the Cayenne Electric configurator page. The code was spread amongst fans of Fortnite. From now on, the feature is available to everybody who follows the specific link to the configurator page of the Cayenne Turbo Electric offering a more playful and unexpected layer to the configuration experience. Once the Fortnite mode has been activated, it can also be applied to all other variants of the Cayenne Electric model range.

MEDIA ENQUIRIES



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Consumption data

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/newstv.porsche.com_ 334894_en.mp4

Link Collection

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https://newsroom.porsche.com/en/2026/company/porsche-cayenne-turbo-electric-fortnite-42486.html

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External Links
https://www.fortnite.com

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